

AMERICAN NURSEYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XXXIX

JUNE, 1924

No 6

PAINESVILLE NURSERIES



ROSES

A delightful episode of this delightful month.

Also a mighty good line of business for June consideration.

The past three or four years' experience emphasizes the fact that an order placed at the June Convention is about the safest assurance of getting your full fall supply.

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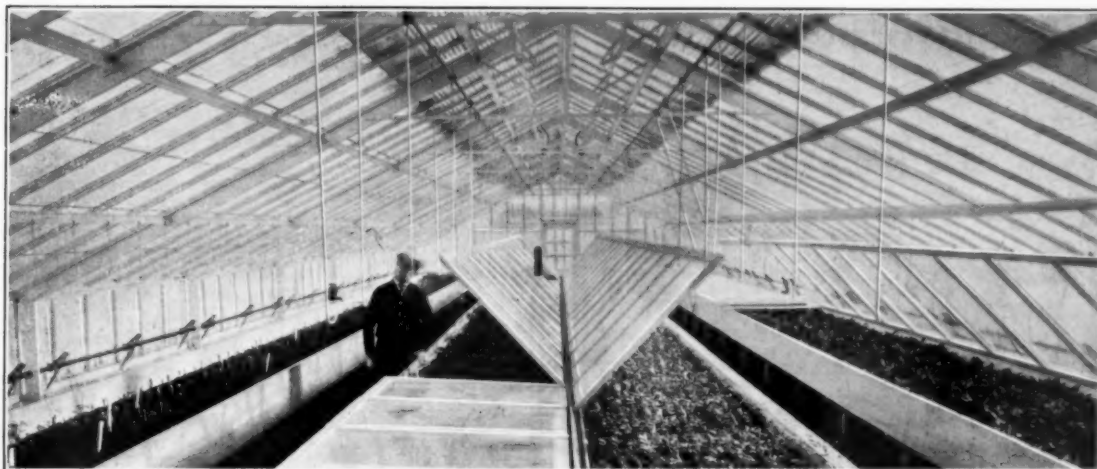
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Those of you who will be going to the Atlantic City Convention, and taking advantage of the trip to the Koster Nurseries on Convention Week Tuesday, will find the propagating houses of particular interest.

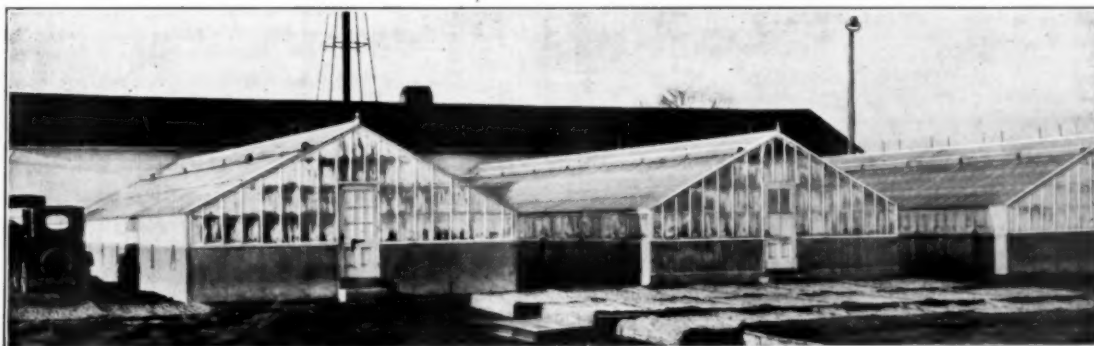
Of the three, we built the last two. They are modern in every sense of the word. They were carefully designed and worked out with Mr. Koster and Mr. Seabrook. Mr. Koster's ideas on propagating

benches have worked out beyond our fondest anticipations.

Wait till you see the strikes he is getting, with a loss percentage scarcely worth mentioning.

He is doing it with rhododendrons and kalmias with the same surety that he does roses.

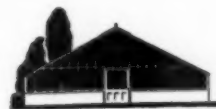
We have built for many of the outstanding Nurseries of the country. Our experience should prove of distinct value to you. Glad to come and talk things over.



The houses are 25 feet wide, which Mr. Koster feels is quite the ideal, although W. B. Cole of Palmyra, Ohio, has convinced himself that 40 feet has distinct advantages.



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Peach, 1 yr.
Plum, 1 yr.



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AMERICAN NURSERYMAN---June, 1924

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlior operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

Classified Business Announcements In this Issue

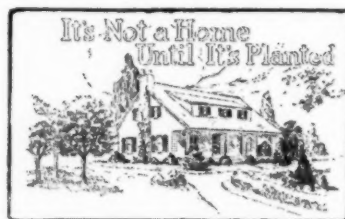
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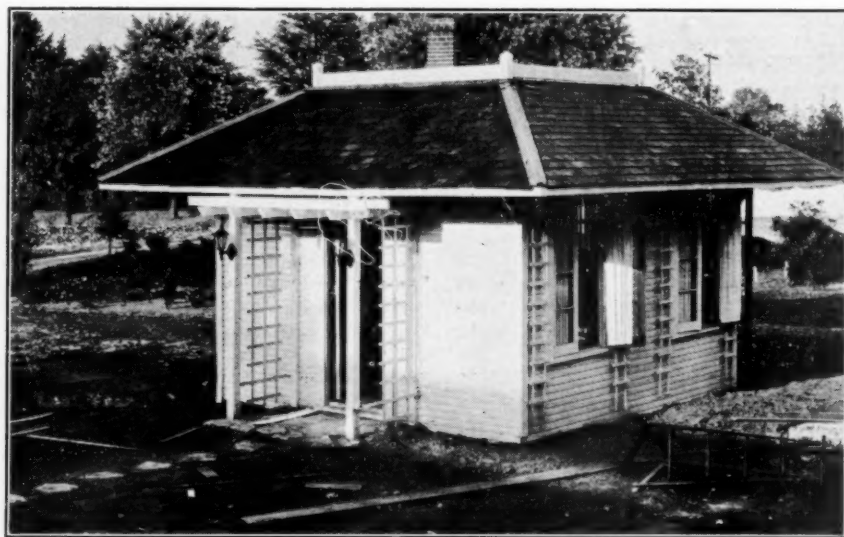


A FOUR ACT DRAMA IN SIEBENTHALER TOWN

BY JACK MARTIN



THE PROLOGUE



ACT I—"It Just Doesn't Seem To Hit Me Right."



ACT IV—"How Much Is It? I'll Take It."

American Nurseryman

The Chief Exponent of the American Nursery Trade

National Journal of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS, OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XXXIX

ROCHESTER, N. Y., JUNE, 1924

No. 6

WHEN IS A HOUSE A HOME—DRAMA IN FOUR ACTS

By Jack Martin, Dayton, O., Journal

TWO deep furrows creased the brow of the young man who stood looking at the newly completed house.

"Well," he soliloquized, "It's a good looking tent all right,—if I did build it."

Yet somehow it didn't seem to be an attractive house for although it had been on the market for the past three months it hadn't yet interested a buyer. And that's what the young man was concerned about.

Just at that moment a car stopped at the curb and a heavily-built, bald-headed man got out briskly.

"H'lo there, Dee," he yelled at the young builder. "Is this the house you were telling me about?"

"Yep," the builder assured him. "How do you like it?"

"Hm-m-m-m," pondered the big man, walking about the house and regarding it from every angle. "Well, Dee," he ventured cautiously, "It doesn't look so bad—"

"Bad!" exclaimed the builder angrily. "Why, you poor gorilla, that's one of the best houses you ever looked at in your life and you know it. What're you trying to do, Jew me down on the price?"

"Now, now, go slow there, Dee," countered his friend, again looking over the house. "I didn't say it was a bad house, did I? All I say is that it doesn't exactly appeal to me."

"Charlie," the builder addressed him seriously, "You are looking for a home, aren't you?"

"You bet I am," agreed Charlie, "If I can find something that suits."

"Well, there's one of the best built houses in this town," asserted Dee. "It has the best wood in it. It has the best of workmanship; the finest plumbing, the very best of finish throughout. It is an exceptional house—not one of those flimsy things which are built for a day. Your grandchildren will be proud of that house. And it is priced right, too."

"How much?" asked Charlie.

"\$8500," answered Dee.

"H-m-m-m, that doesn't sound unreasonable," Charlie admitted. I really thought of goin' higher than that if I could find what I wanted. I like this neighborhood, too," he added as an afterthought.

"Then what the devil is stopping you?" asked Dee petulantly. "There it is,—for sale at a fair price,—the finest house you can find in this town for the money. What more do you want?"

"To tell you the truth, I don't know, Dee," answered Charlie. "It seems to be a fine house and the price is reasonable enough. But it just doesn't seem to hit me right."

Charlie left after some other conversation and Dee still had his house. More curious than ever, he looked it over. Here was a

house that was all he claimed for it, and far above the average house, yet he couldn't interest a buyer. Dee couldn't understand it at all.

Hearing the sound of a motor, Dee glanced up to observe his friend Siebenthaler approaching. Dee hailed him.

"Do you know what's the matter with this house, C. O.?" he asked.

"Sure," stated Siebenthaler positively.

"Then, for the love o' Mike, tell me, will you? I've got to sell it."

"What you need is planting, some trees, some shrubs and some evergreens around

trees around this house. It will cost you something like one hundred dollars. And I'll make you the proposition that if you don't sell the house you won't owe me a penny."

"Go to it," Dee agreed heartily, "I've tried everything else. I've got to sell it somehow."

Right at this point we'll have to reveal the plot of this little farce, for farce it is. It is not a real house that is worrying D. G. Boyd, secretary of the Dayton Real Estate Board. Nor is Charlie Hughes, one of Dayton's leading realtors going to actually buy it. And C. O. Siebenthaler, representing the oldest Nursery and landscape gardening concern in Dayton is not actually going to plant the grounds. It is a little square, fake house set in the grounds of the Siebenthaler Nurseries. "Dee" Boyd is apeing the builder. Charlie Hughes is acting the part of a prospective purchaser in a most amusing manner. C. O. Siebenthaler, in the role of host to the members of the Dayton Real Estate Board, who are sitting close by watching the farce with much interest and more mirth, selling them the idea that a house without shrubs, evergreens and trees around it is not really a home.

A truck backs up close to the little house. It's load of trees, shrubs, etc., is swiftly unloaded by experienced employees of the Siebenthaler Nurseries, who set to work industriously to beautify the grounds around "Dee" Boyd's little fake house.

In exactly nineteen minutes from the time of starting, the "planting" is completed and the men from the Nursery climb aboard the truck and disappear.

The assembled members of the Dayton Real Estate Board have watched these proceedings with avid interest as the little structure is transformed from a bare house to a home set in lovely surroundings which seem to blend into the setting.

A big motor is heard approaching it. As it nears the site of the mythical house it slows down perceptibly. Charlie is the driver. "Dee" who is fussing about the house, trimming the shrubbery, pretends not to see him. The car goes on past,—slowly.

"Dee" takes another look at the house.

"By George!" he exclaims aloud, "That does look different. It looks like a home now sure enough. It ought to bring more than \$8500. Believe I'll try an experiment."

He goes inside and comes out presently with a painted sign which he hangs on one

(Continued on page 140)



THE HERO
C. O. S.

the house to make a home of it," asserted Siebenthaler.

"There you go," said Dee disgustedly. "Boosting your own game. Of course, I might have known you'd want me to spend some more money on this white elephant," he said waving his hand in the direction of the new house. "That's your business. I don't suppose I should blame you."

"You're wrong, Dee," countered Siebenthaler, "The trouble with that house is that it's incomplete. You wouldn't try to sell it without a bath room or a cellar, would you? Then why try to sell it without planting growing things around it? That would be as logical. As it stands, this is a good house, but it is in no way a home. That's why people shy away from it. They want a home to move into."

Dee listened dubiously and shook his head.

"Can't afford any more expense on this house," he stated.

"Tell you what I'll do, old man," said Siebenthaler. "Just to convince you I'm right, let me put some shrubs, plants and

Remember the mid-month issue—The AMERICAN NURSERY TRADE BULLETIN. Forms close the 10th.

ON THE EVE OF A TRADE SEMI-CENTENNIAL

Reminiscences by the Twelfth President of the American Association of Nurserymen
—From the Founding of the Jewell Nursery Company in 1880 to the Presidency in
1890—Pioneer Days in the Middle States—Marked Contrast to Present Conditions.

By S. M. Emery, Tibbee Station, Miss.

ABOUT 1870 Dr. P. A. Jewell and wife landed in Lake City, Minn., in search of health and business. Attracted by the beautiful natural surroundings and its adaptitude to the Nursery business they hung up their hats and began work.

With them was Mrs. Jewell's brother, J. M. Underwood.

They had handled grafting teams in the East, reworking old orchards to improved sorts. Finding in Minnesota no old orchards they began the making of such by starting a Nursery.

Ten acres of land were purchased in the outskirts of Lake City and some root grafts of hardy apples were set therein.

In the summer of '72 the writer landed in Lake City intending to engage in orcharding and small fruit production. Letters of introduction to Dr. Jewell had been given me and the doctor kindly found a desirable location for work. Orcharding was started by planting 700 trees of then supposedly hardy trees.

The last I knew of that orchard a few Transcendent and Hyslop crabs and a few Duchess were survivors. The following summer I entered the service of the Lake City Bank, then a private concern, as its bookkeeper, later was one of its organizers

When?—A Drama

(Continued from page 139)

of the pillars of the porch. It reads \$9250.

A car is heard approaching and Charlie drives up in front of the house and stops.

"H'lo there, Dee," he shouts, "Is that one of your houses?"

Dee looks up indifferently and nods.

Charlie gets out and walks about the house viewing it admiringly from all angles. He goes inside and takes a look at its construction, its finish, its plumbing, etc. Coming out he confronts Dee rather belligerently.

"What's the idea of not showing me this house?" he asks heatedly.

"What was the use?" asked Dee. "I showed you one built just like it at a cheaper price and you weren't interested. Why should I show you this one?"

"But this is a real home," exclaimed Charlie enthusiastically. "Just what I've been looking for. I want a place to move my family into. This looks like the very spot. I like the location, the surroundings, and this little home is a dream. How much is it?"

"\$9250," said Dee, chuckling inwardly.

"I'll take it," said Charlie, producing his checkbook.

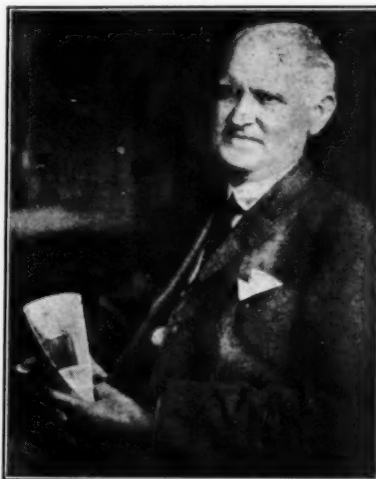
Dee accepts the check dazedly. Charlie drives away—a broad grin on his face. Dee, with a still broader grin goes inside and comes out with a sign which reads, Sold. He tacks it upon the porch pillar just as C. O. Siebenthaler drives up.

Dee hails him.

"Well, you were right, Siebenthaler," he admitted jubilantly, producing Charlie's check. You know what you're talking about. Planting is a factor which makes a house a home and completes sales. I hate to put one over on Charlie like that but you and I have a nice little surplus to split."

as the oldest state bank in Minnesota, and its first vice-president for some five years. I was connected with this bank for seven years. In 1879 Dr. Jewell died, Mrs. Jewell having died some two years previously. The property was left to Mr. Underwood by will. Dr. Jewell was the executive member of the firm and Mr. Underwood the Nurseryman. Feeling his need of assistance he approached me with the view of my joining him in the business. A working basis was established between us.

The following year, feeling the need of permanency not possible to enjoy as a private firm, the business was incorporated



S. M. EMERY
President A. A. N., 1890

with Mr. Underwood as president and I as secretary of the Jewell Nursery Company. The first season we had four or five commission agents and a dealer or two. We entered the fall delivery with a \$5000 sale.

I soon saw that we could not depend on commission men and to make a killing we must have salaried men who would get the business. This was done finally, having some 125 agents afield selling our goods. The last sale with which I was connected 13 years later was \$185,000.

I was thus closely associated with Mr. Underwood for 13 years and I question if there ever have been two individuals yoked together for so long a term without a single inharmonious comment of one to the other. Mr. Underwood passed away last season. The business is conducted by his son and I understand it to have been successful. The business was begun on literal shoe string, neither of us having a dollar of capital. Our local banks had faith in us and trusted us to their limit and when this was reached helped us to get in touch with the banks of St. Paul, Minneapolis, Winona and Chicago. Our indebtedness toward the last frequently crowded \$50,000. Deliveries being over, we would cash in, take our paper and start over. Oftentimes the ink would not be dry on the paying checks until we would be signing new paper. With 50c wheat and the farmer feeling he was going the limit in giving us a \$5 order, and too often the account being settled for by note that was usually negotiable on a basis of

50c on the dollar in trade or as collateral. Railway strikes were the nightmare that haunted our dreams as delivery time approached. Untimely climatic changes of weather did not add to the tree man's happiness.

The latter-day evangelists of the tree business know nothing of what we were up against in the olden time. Transportation in those days had not been systematized as it now is. Once nature had been kind and a good growth of stock secured, order taking had gone on fairly well, deliveries set, goods packed and on cars in order of delivery, it then became necessary for a responsible man to mount the train with pockets full of cigars for train men, in hope of receiving their best aid in reaching destinations on time. The goods at destination, to rush back to superintend deliveries, seeing goods well protected from the elements, and most important of all to secure the cash for same.

Deliveries were often a hit or miss game uncertainty of prompt and timely arrival of goods, favorable weather and the arrival of the customer with the funds to liquidate, it was too much for the writer, coupled with uneasy state of finances, and, after 13 years of drilling, health failure forced a business change greatly to my regret.

Joining the Nurserymen's association in '80 I was a constant attendant on annual meetings of the body. I there formed personal friendships whose memories are among the dearest of my life.

Time nor space do not permit the naming of those splendid men who fought their way to success in the face of tremendous obstacles.

In those days Nursery stock was rated first class by the railways, a 1200 pound tree box likely contained a lot of trees that of themselves might weigh but 150 pounds, the 1050 pounds representing the box and the packing material therein necessary to insure the good condition of the stock therein. The freight rate was felt by all to be a rank injustice and at every meeting the injustice of it would be shown, committees appointed to confer with these railways with a view to a change. Each year the committees would report no progress, and so it stood.

In '89 the writer was lunching with friends at the annual meeting among whom was that staunch friend of the Nurserymen, Herbert Myrick. I brought up the subject remarking that where we had fallen down in results was in the association expecting private individuals to do the work at their own expense and that if the association would make a small appropriation and name an active committee I believed results would be had.

At the afternoon session Mr. Myrick brought up the matter, made a motion to name a committee of three with me as chairman and to appropriate \$300 for the expense of said committee. The motion carried, and the committee was made of the writer, N. H. Albaugh and Henry Augustine. The committee got busy. Mr. My-

rick generously supplied us with all the printed matter necessary to use and a census was undertaken to learn the amount of freights, tonnage, etc., of the members of the association.

Several weeks were necessary to get the matter properly before the members, but we finally had enough such matter to meet the representatives of the railways. It was decided to do the work through the Western Freight Assn., as being the one that did the larger part of the business of hauling trees.

At Chicago we presented the matter in the early fall at a classification meeting. Nothing doing. We returned home, girded up our loins, secured new data and attended a second meeting. Same results. Like the lad digging for the woodchuck, we were out of meat and had to have it.

Advised of a third meeting to be held in St. Louis, we were on hand, with same old story; no results. Discouraged, plans were made to return the same night homeward; but to drop in and thank the friends who had helped us in the meeting, we returned to their session. Imagine our pleasure at being told that we had been reconsidered and the rate changed from first to third.

We were then told the whys and wherefores of the matter. The association of freight men was practically a close corporation in which a single objector could put the comether on any change. One of the members had been a long time trying to get a change for a patron of his road who was in the crockery business, with no success. In revenge he had his knife out for others who wanted changes. We had been one of the sufferers. By some freak of chance he was called out of the meeting and Julius Hannaford of the N. P. R. W., one of our best friends, promptly brought our matter up again, and it went through without a dissenting vote.

A was by such a fluke that substantial justice was obtained and thousands of dollars saved to growers and planters of trees. Later in the winter the matter was taken up with the express companies and a similar concession was obtained. The total expenditures of the committee were well under the \$300 voted, a case of money being well spent.

Needless to say the Association met the committee's report with a hearty vote of thanks, and it may be that freight reduction in classification had to do with my election unanimously to the presidency at the meeting held in New York in 1890, one of the proudest honors of my life.

The next annual meeting of the association was held in Minneapolis and was the last that I was able to attend officially, my Nursery duties calling me to the supervision of our western work.

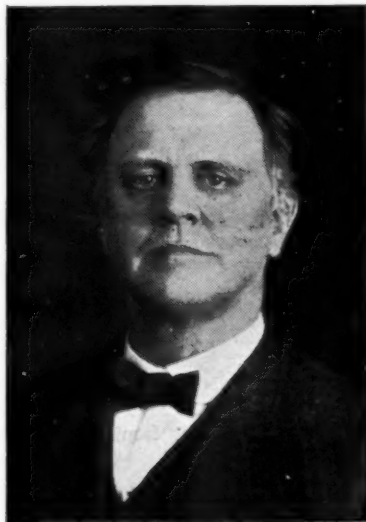
In '98 I had the pleasure of meeting with the association at Omaha where I was in attendance on the National Irrigation Society as director of the Montana Experiment Station, a position I filled from 1893 to 1900. In 1900 I resigned the directorship and undertook the management of the Manhattan Malting Plant which owned a 10,000 acre farm with a large malting plant at Manhattan, Montana.

In 1901 I went to Mexico as resident manager of the Vista Hermosa Sugar plantation, a million dollar company that operated a 25,000 acre plantation in the state of Oaxaca, Mexico. But for the unwise occupation of Vera Cruz by American troops, we would still be there, we having been ejected from Mexico by orders of the Mexi-

can government, together with thousands of other Americans.

In 1914 we came to Tibbee Station, Miss., where we now are dairying, awaiting settled conditions in Mexico. These do not seem to settle rapidly. Between resolutions and banditry rife in our section of the republic we have suffered the loss of 14 years' hard labor and a great loss to investors in our company. We have no patience when reviewing the causes leading up to this condition.

In conclusion, one cannot be associated for 13 years with a class of men such as make up the Nurserymen of the United



J. M. UNDERWOOD

States and not acquire friendships that are above a commercial rating.

One must be less than human not to appreciate the goodfellowship thus enjoyed and it gives me profound sorrow that only memories are left of the delightful friendships thus gained. To the old timers I wish them a long and prosperous life.

As Others See It

Most of the Nursery stock which is planted in Wisconsin is purchased from traveling agents of Nursery firms. It is probably safe to say that most of these agents represent reliable firms, transact business in an honest manner, and sell at fair prices.

No doubt some buyers have met with unfortunate experience in buying trees but I believe the estimate is fair.

Of the small percentage not falling within the above class, probably one-half swindlers and the rest agents of reputable firms under keen competition, make statements and promises not authorized by the firms employing them. It is not always easy to distinguish between them, but it is not too much to demand of an agent, that he be the regularly appointed agent of the firm he claims to represent and that he furnish proof from reliable sources that the firm he represents is a reliable one. Some Nursery firms exist only on paper.—Ed. H. Marsh, planter, in Antigo, Wis., Journal.

C. O. D. Shipments Result Well

J. F. Dale, president Western New York Nursery Co., Rochester, N. Y., reports excellent results by the use of C. O. D. parcel post shipments of Nursery stock. Other Nurserymen have used this service to large extent. The average monthly amount of postal money orders paid at the Rochester, N. Y., office is \$350,000, but the total for April this year reached \$701,534, due, it is believed, to large C. O. D. Nursery and seed business.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this office.

PACIFIC COAST ASSOCIATION

C. A. Tonneson, Secretary

In his preliminary announcement of the annual convention of the Pacific Coast Association of Nurserymen, Secretary C. A. Tonneson, Burton, Wash., says under date of May 15th:

The 22nd annual convention of the Pacific Coast Association of Nurserymen will be held at Yakima, Washington, July 15, 16 and 17, 1924. The Executive Committee desires to know what questions or problems, in your opinion, should have careful consideration at this meeting, especially in the matter of improvement of business with the public while maintaining a high standard quality of product to be sold at prices to cover cost of production and a reasonable margin of profit on investments.

At the present time with demand in most classes of fruit stocks rather below normal while supply in some lines is fully up to normal, caution is needed to avoid any lowering of quality which tends to reduce market values. The reputation for a high standard quality product is a valuable asset and how best to distinguish the better from the poorer grades, in the minds of the public not informed on its importance, is one of the important questions suggested.

Production of and demand for ornamental stocks is increasing strongly. What suggestions do you offer as to possibilities in that line? What have you to offer and what do you desire regarding information in any matters pertaining to the welfare of the Nursery business and its relation to the best interests of the public?

Surveys are being completed to determine condition of growing stocks for planters' season, 1924-25, and results will be made known at any early date.

The Commercial Hotel, Yakima, is the designated headquarters and the meeting will be held in the Chamber of Commerce Assembly Hall in near proximity.

The various committees are urged to meet early in order that all important business coming before the convention may be transacted on the first days and recreation will follow, as usual, in some pleasing form. A get-together dinner will be served on the first evening and an address on some timely business topic will be given by one of the local, noted speakers. Yakima is a central point and a good attendance is the prospect.

Please state in your announcement, in the Badge Book, what you will offer the trade and what you desire to obtain from the wholesale trade specifically rather than in general terms in order to be most helpful and to receive the highest measure of benefit from the service.

At the Boise convention it was unanimously voted to make annual dues \$10.00, which includes half a page space in the Badge Book and with full page \$12.50. Kindly attend to the blank attached below as early as possible and state your wishes for the program committee regarding any matter pertaining to the Association work and the coming convention.

C. A. TONNESON, Secy.-Treas.
F. W. May, Yakima, Wash., is president.

S. D. Sayer, owner of the Sayer Nursery at Thirteenth and Watrous streets, Des Moines, Iowa, has 84 acres at that point and 300 acres in operation in Arkansas where the seedlings are grown before shipment to Iowa. He says the greatest demand in fruit trees is for Jonathan and Delicious apple.

Declaring that the terms of the contract have not been carried out, the Sioux Falls, S. D. board of education ordered the Dybvig Nursery of Colton, S. D., to replace a number of elm trees planted on the school grounds this spring. The board entered into a contract for 200 elm trees, specifying that they should have straight trunks. After 167 were planted it was ascertained, the board said, that quite a number of these did not have the straight trunks.

Walter Schahellitz has started a Nursery at Rossville, Staten Island, N. Y.

OVER-PLANTING THE BANE OF THE BUSINESS

Specter Looming To Check the Steady Advance of Prosperous Trade—Great Importance of Preventing Disastrous Surplus—Conservative Plantings Result In First-Class Plants Commanding Top Prices and Insuring Satisfaction.

West Chester, Pa., May 24—The wholesale and retail demand for stock this spring has been good. We have done considerably more business than a year ago. The weather has been favorable, notwithstanding that the rains each week have taken one or two days off outside work. Our own planting in the Nursery is ahead of last year and is looking fine.

The thing that seems to loom largest in our eyes at present is the specter of over-planting, which so many Nurserymen are indulging in. Instead of making their plantings according to their demand or slightly in excess, they are planting three or four times in excess of their usual business; thinking, on account of the good demand now, that when this stock comes into the market the same demand will be with us and they therefore will make considerably more money. This has been the bane of the Nursery business for generations. If Nurserymen would only make out a sane plan for their plantings each season, so as to avoid surplus, the Nursery business would be on a considerably higher plane than it was years ago when everybody planted freely. We have cut down our plantings considerably and by giving stock better attention are producing more first class plants and better ones than we did years ago.

HOOPE'S, BRO. & THOMAS COMPANY.

Business Easier Than Last Year

York, Neb., May 22—We have just closed the year with a very satisfactory business. We made almost a complete clean up, but little left for the brush pile. Our business from the holidays up to delivery time showed a marked decrease in sales which seemed to be due to everybody tightening up on the dollar. Our people are more economical than they have been. This shows a more healthy condition of business. Our deliveries were made with no greater shrinkage than the average year. Collections were equally as good as 1923.

We have started the 1925 campaign and are meeting with good success; in fact business seems to be coming a little easier than it did last year.

The demand for fruit trees and small fruit exceeds the demand for all other stock combined. We are doing a fair business in ornamentals, but it takes more work to induce the people to buy than it has in the past. We look for the demand of all kinds of stock to equal the supply. Some apples winter killed and we may be short in certain varieties.

HARRISON NURSERY CO.
E. H. Smith.

Strong on Shrubs and Evergreens

Wauwatosa, Wis., May 17—Business this spring has been very good with us and we are still right in the midst of our local planting; that is the landscape part. We shall be very glad if we get through by the first of June.

Trade has been especially good locally this season. The demand has not been very extensive for shade trees; in fact we have sold less of the heavy stock than we have

sold in any spring for the last twenty or twenty-five years. The trade every year seems to get stronger on shrubs and evergreens; had to turn down some orders for evergreens this year, on account of not being able to furnish varieties called for.

The season has been unusually cold and wet the past two weeks. We have been unable to work more than half the time, on account of so much rain.

T. J. FERGUSON, Vice-President.

Landscape Men Reaping Harvest

Pasadena, Calif., May 21—Sales on all lines of fruit tree stocks has been below normal this past season. A few have failed to make any money on their deciduous stocks. The day for large commercial orchards in Los Angeles county seems to have passed due to the tremendous increase in real estate values.

Ornamental stocks are very scarce and much in demand. Both wholesale and retail demands were never stronger than at this time.

Landscape men are reaping the harvest of their lives, their only trouble being that first class stock is hard to find for their larger plantings.

H. R. PARKER, La Manda Park.

Jim Young in New Quarters

Aurora, Ill., May 22—The Aurora Nurseries have enjoyed a satisfactory trade especially considering the change of locations. To move a Nursery is almost like beginning over again. Our supply of stock has been limited owing to reduction of stock in moving. We are planting heavily and will be well supplied by the fall of 1925.

Local business conditions have not been up to normal and this has in a measure reduced local sales. Demand at wholesale has been good.

We are beginning to get our place in order. We have built a new packing shed and office and expect to complete a barn and other needed buildings during the summer.

AURORA NURSERY CO.
J. A. Young, Pres.

Outlook Better Than Ever

Noel, Mo., May 24—Wholesale and retail demand good. Outlook for fall and inquiry better than ever before. Demand for grape exceeds supply. This is a commercial grape growing center and one of the very best we know of.

You are putting out one of the best trade papers we know of.

ELKHORN NURSERIES.

Rosa Multiflora

Jackson & Perkins Co., Newark, N. Y., regard Rosa multiflora japonica as a particularly desirable stock for hybrid tea roses. Seedlings are not hard to grow.

"We have handled Rosa multiflora japonica from seed for the last seven years and have been experimenting each year, seeking the best methods," says Fred D. Osman, New Brunswick, N. J., Nurseries, in Florists' Review.

Sonoma county, Cal., Nurseries propose to certify stock sold, as to health and quality, each Nurseryman to pay one cent a tree for the service.

When writing to advertisers just mention American Nurseryman.

The A. A. N. Excursion

The Tuesday excursion from Atlantic City (the day before the opening of the A. A. N. convention) will be one of the interesting features of the meeting.

Opportunity is to be given for Nurserymen and their families to visit the nearby Nurseries of Seabrook Farm, P. M. Koster and Jackson & Perkins Company. The trip will be made on June 24th, when a large number of those attending the convention will be on hand. Here is the schedule:

Tuesday, June 24

10:30 A. M.—Leave Atlantic City. Breakfast (or luncheon) on train.

12:00-2:30 P. M.—Inspection of Nurseries of P. M. Koster and Seabrook Farm, Bridgeton.

2:30-5:00 P. M.—Inspection of Jackson & Perkins Co. Nurseries, Shiloh.

5:30-6:30 P. M.—Dinner at Hotel Cumberland, Bridgeton.

8:00 P. M.—Arrive in Atlantic City.

All those attending the convention are welcome. Remember the date.

Weather Proverbs and Paradoxes—By W. J. Humphreys, meteorological physicist, W. S. Weather Bureau. 8 vo., pp. 125, illustrated, Baltimore: Williams & Wilkins Co.; Rochester: American Fruits Pubg. Co., post-paid, \$1.65.

All workers out of doors indeed should be especially interested in this book. And perhaps there is no subject on which the opinion is persons generally is so often sought as is the weather. Experience is the basis upon which most opinions are offered. But here is opportunity for the reader to post up and to be prepared for a prophecy which may make him a weather expert in the eyes of those less fortunate. The subject is highly interesting; and, besides, it holds promise of practical value for those whose occupation is dependent largely upon the weather. The author refers to the collections of weather proverbs good in the encyclopedic sense of including everything, but not separating the true and helpful from the false and misleading—interesting as folk-lore but not useful as weather guides. The first part of Mr. Humphrey's book is an effort to make that desirable rescue. Paradoxes, he says, are interesting, instructive and mnemonic. Space does not permit detailed reference to cases in point, but we heartily commend this little book to our readers as most delightful light reading with much of practical value resulting. The half-tone engravings include beautiful cloud effects.

New Nurseries: Edgewater Nursery, Claude E. Cornell and Frank Crowell, Goshen, Ind.; George Garrett, Longview, Wash.; F. A. Heinz, Lankershim, Cal.

Prof. C. E. Durst, of Illinois State University, will succeed the late Prof. C. I. Lewis as editorial manager of American Fruits Magazine, Chicago. He has been associated with Dr. A. S. Colby of the University in preparations for systematic experimental and demonstration work in nut culture at the Urbana, Ill., institution.

It was necessary for the J. W. Adams Nursery Co., Springfield, Mass., to appeal to the town selectmen to obtain the removal of bill boards from property of the company needed for Nursery purposes.

Goddard Nursery Co., Fort Atkinson, Wis., has been established by W. E. Goddard and others.

"Fruit: When and How To Use It" was the subject of a radio address by Paul C. Stark, Louisiana, Mo., broadcasted from W L A G, Minneapolis, Minn., March 25th.



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An important and valuable feature of the Nursery-Manual is the two-hundred page Nursery-List which constitutes almost one-half of the book. Here are found, in alphabetical arrangement, hundreds of plants listed by their common as well as the botanical names, with a description of the method of propagation to be followed in every instance. This list has been carefully brought up-to-date.

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., June, 1924

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the **AMERICAN NURSERYMAN** on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

THE MID-MONTH ISSUE

American Nursery Trade Bulletin

Affords in connection with the "American Nurseryman" an exceptional semi-monthly trade publicity service for Nurserymen. Rate: \$2.50 per inch; forms close 10th. Advertisements in "American Nurseryman" are reproduced in the "American Nursery Trade Bulletin." Subscription, \$1.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this—Nice.

THE SHIPPING TAG

A shipping tag on a pair of shoes by mail or on a piece of machinery by freight or express is a simple detail of transmission. A shipping tag on a package of Nursery stock is something else again.

The Nursery trade has had sufficient experience with shipping regulations to form a decided respect for the kind of tag that will carry the stock to destination in a fairly satisfactory manner.

Much has been said in recent years by way of longing for a uniform shipping tag which would do away with the nuisance of ascertaining the varied regulations in the states and the risk of unintentional violation of some complicated provision which may seriously interfere with delivery of the stock.

Considerable pleasurable anticipation has been expressed over the negotiations seeming to promise something of a realization of those dreams. It may prove to be difficult to convince the majority that a uniform Federal Shipping tag is not just exactly what is wanted, but—

Nurserymen will do well to give due consideration to the arguments by William Pitkin, president of Chase Brothers Company, that the remedy may prove worse than the present affliction. A Nursery stock shipping tag, with all that is back of it—and in front of it, as it proceeds on its way—is not to be tinkered with overmuch.

The subject may well be given much attention at the A. A. N. convention this month. Doubtless the best course will be adopted. All sides of the question should be looked at.

WHEREIN THIS BUSINESS IS DIFFERENT

Repeatedly the *American Nurseryman* has endeavored to impress upon its readers the desirability of special co-operation on the part of the Nurseryman with his customer, the planter. In an increasing number of cases, we are pleased to record, this endeavor is not needed; for in those cases such co-operation is pronounced. That there is need for special consideration of this subject, however, is emphasized still further by observations made last month by George C. Roeding of California who said:

Nurserymen of today should reflect more than they do the deep interest in horticulture which was so much in evidence among the Nurserymen of four decades ago. Instead of seeing how many trees they can sell, their energies should rather be directed in the line of helping the purchaser in every possible way so that he will have such success even with a small planting that his interest in horticulture will be stimulated and he will be encouraged to plant more extensively.

There are few businesses in which such reliance has to be placed on the man who has something to sell than in the Nursery business; for it is sometimes a number of years before the buyer is in a position to know whether or not his purchase is true to label, and whether or not the trees or plants are suitable for his particular locality and climate. It is, therefore, incumbent upon the Nurseryman to have the interest of his customer at heart to such an extent that he will be ever working for the success of his customers with their plantings.

It is easy enough to preach; however, I think I am safe in saying that the Nursery business has certain responsibilities, the like of which are not found in any other business, for there is such a long interval between the time of the customer's purchase, (especially of fruit trees,) and the time when he is in a position to know whether or not he has been accorded fair and honest treatment by the Nurseryman.

A STRANGE OMISSION

Horticulture is regarded as a branch of agriculture, yet it does not seem to be represented in the American committee on the International Institute of Agriculture. This committee was recently organized with Dr. Arthur W. Gilbert, commissioner of agriculture, Boston, Mass., as chairman. President Calvin Coolidge has indorsed the subject in a communication, Feb. 8th, to Chairman Gilbert. It would seem that in the selection of the one hundred members of the committee, some outstanding personality representing horticulture could have been included. Surely horticulture is as closely allied with agriculture as are the Boston Evening Transcript, the former governor of New Hampshire, a professor of economics in the University of Wisconsin, a director of Armour's Live Stock Bureau, and scores of others who have been honored with membership on the committee.

WHY NOT INVITE ONE?

Referring again to our repeated suggestion that the interests of state and district horticultural societies might well be considered more closely by Nursery trade associations, we direct attention to the fact that a two-page report of the recent annual meeting of the Northeastern Retail Nurserymen's Association appears in the February, 1924, issue of the *Minnesota Horticulturist*, the official journal of the Minnesota State Horticultural Society.

That's going some, compared with the absence of reciprocal attitude. We have suggested repeatedly that at least at the annual convention of the A. A. N., the program might properly and advantageously include an address by a prominent horticulturist in which he would have opportunity to present suggestions, of mutual advantage, from the standpoint of the planter, on the stock the Nurserymen sells. For many years Nurserymen have been invited to participate in horticultural society meetings and have frequently been honored with offices in the gift of the horticulturists—in some cases with the highest office in their gift!

For Pomological Students

Every state in the Union has an Agricultural College and Experiment Station, and many of these are always looking for young men to add to their faculties. Also the United States Department of Agriculture employs a few thousand men in plant work at Washington, D. C., and at various field stations throughout the United States. There are several hundred men engaged in horticultural work alone. The State Department of Agriculture of California, especially in its quarantine and fruit inspection service, is employing more and more young men who have a good knowledge of horticulture. Other things being equal, the horticultural graduate usually has the advantage, and his promotion in the service is more certain. Men can always step out of any of these professions into orchard practice work. In fact, in traveling around they often find excellent opportunities for going into business. The prestige of their official position helps greatly to secure many coveted positions as foremen or superintendents. Often they take a position at a moderate salary but with the understanding that they are to acquire an interest in the business. Whether they acquire financial interest in the business or not, if they make good they can often capitalize their knowledge and especially their character and ability, by purchasing land with little or no backing.—Prof. W. L. Howard, University of California.

Poughkeepsie Nursery Co. this season improved the grounds of St. Mary's church, convent and school at Wappingers Falls, N. Y.

PROGRAM FOR THE ATLANTIC CITY CONVENTION

Shipping Tag, Cost Accounting and Reports of Committees Main Features of the Schedule—One Business Session a Day—Opportunity for Consideration of Many New Topics—Chairman Miller Announces Arrangement Details.

Wednesday Morning, 8:45 O'clock

1. Call to order—President Harlan P. Kelsey, Salem, Mass.
 2. President's Address—Harlan P. Kelsey, Salem, Mass.
 3. Report of Program Committee—Albert F. Meehan, Dresher, Pa.
 4. Report of Committee on Arrangements—William F. Miller, Mt. Ephraim, N. J.
 5. Secretary, Transportation and Traffic Manager's Report—Charles Sizemore, Louisiana, Missouri.
 6. Treasurer's Report—J. W. Hill, Des Moines, Iowa.
 7. Appointment of Auditing Committee.
 8. Report of Finance Committee—Harlan P. Kelsey, Salem, Mass.
 9. Report of Arbitration Committee—S. A. Miller, Milton, Oregon.
 10. Report of Committee on Distribution—W. G. McKay, Madison, Wisc.
 11. Report of Committee on Nursery Training in Agricultural Colleges—Alvin E. Nelson, Chicago, Illinois.
 12. Report of Committee on Relations With Landscape Architects—Walter E. Campbell, Pomona, N. C.
 13. Report of Committee on Nursery Stock Storage Investigation—F. A. Wiggins, Toppenish, Washington.
 14. Round Table Luncheon. Speaker: E. J. Cattell, City Statistician, Phila., Pa.
 15. Illustrated Lecture, "Flower of South America"—E. H. Wilson, Arnold Arboretum, Boston, Mass.
- The illustrated lectures are features of the program. Do not miss them.

Thursday Morning, 8:45 O'clock

16. Report of Committee to assist Dr. S. B. Detwiler, U. S. Dept. of Agriculture in the Compilation and Republication of Quarantine Regulations—Paul C. Stark, Louisiana, Mo.
17. Report of Committee on Nomenclature—Harlan P. Kelsey, Salem, Mass.
18. Report of Vigilance Committee—Charles Sizemore, Louisiana, Mo.

19. Report of Committee on Plant Patent or Copyright—J. Edward Moon, Morrisville, Pa.
20. Report of Committee on Market Development and Publicity—Paul C. Lindley, Pomona, N. C.
21. Report of Committee on Legislation and Tariff—J. Edward Moon, Morrisville, Pa.
22. Report of Special Committee to meet with Entomologists at Cincinnati Convention—Henry B. Chase, Chase, Ala.
23. Universal Federal Shipping Tag—Dr. Thomas J. Headlee, State Entomologist, New Brunswick, N. J.
24. Cost Accounting—C. Stuart Perkins, Ernst & Ernst, Public Accountants, Philadelphia, Pa.
25. Report of Special Advisory Committee to Co-operate with U. S. Dept. of Agriculture in Developing American Supply of Raw Material—Henry B. Chase, Ala.
26. Round Table Luncheon.
27. Report of Committee on Botanical Gardens and Arboretum—Robert Pyle, West Grove, Pa.
28. Illustrated Lecture, The Arnold Arboretum, A Museum of Living Trees and Shrubs—E. J. Farrington, Secretary, Mass. Horticultural Society.

Friday Morning, 8:45 O'clock

29. First order of business.
Report of State Vice-Presidents.
Election of Officers.
Selection of next place of meeting.
30. Report of Committee on Standardization of Horticultural Trade Practice—Earl E. May, Shenandoah, Iowa.
31. Summer Planting—Walter W. Hillenmeyer, Lexington, Kentucky.
32. Report of Committee on Co-operation with their Horticultural Organizations—George A. Marshall, Arlington, Nebraska.
33. Unfinished business.
34. New business.
35. Adjournment.

DON'T FORGET the dates, the official dates for the convention are the 25th, 26th and 27th, but we have added the 24th for the special trip by train, to Seabrook Co's 3500 acres, Koster & Co., and Jackson & Perkins' South Jersey Nurseries.

The hotel headquarters is the Ritz Carlton, Atlantic City, N. J. Reserve your room at once if you have not done so.

Register with the secretary, Charles Sizemore, at the hotel.

Atlantic City observes daylight saving time, one hour ahead of Eastern Standard time.

Meetings are at 9:30 a. m. and only one session a day. Be on hand early and save me a scolding. We may want to go to Atlantic City again at some future time.

The rainy season is over, and all the good people pray for good weather as the "effectual and fervent prayer of a righteous man availeth much."

Your better half will enjoy this convention, and is entitled to a little outing, and as this will be a family convention, by all means bring her with you.

When you buy your ticket ask for a tourist ticket, which is good until October 31st, at 20% reduction from regular fare. Stop over privileges anywhere by giving notice to the conductor on train. A good time to visit Washington or New York if you have never been there.

The evenings are generally cool. Bring a topcoat. Ladies bring a sweater or cape.

Bring your license and owners cards for your auto. All roads to Atlantic City are the best. If you come by auto from Baltimore, you can cross at Wilmington, Del. Ask for Pennsgrove Ferry, this will save going through Philadelphia and about 75 miles on the round trip.

Bring your license and owner cards for one and bathe from the hotel direct.

Last but not least, do not stay at home and be sorry, but come early and stay the limit, and help make this the Best, Biggest and Busiest Convention in our history.

WM. F. MILLER,

Chairman Arrangement Committee,
Gloucester City, N. J.

THE BOOSTER'S CLUB

The Booster's Club, established by the American Nurseryman several years ago will meet in annual convention in Atlantic City, June 21-28. This organization is unique in that, while it meets daily, in all parts of the country, it has no formal sessions, not even at its annual meeting dates. Its purpose is to foster a spirit of hearty co-operation on the part of the rank and file of membership in the organized Nursery Trade of America—and especially co-operation with the officers and committees of Nursery Trade associations, national, district and state. There are no fees, no dues. A Nurseryman joining a Nursery Trade association automatically becomes a Booster's Club member.

Wherever, at any time, two or more Nursery Trade association members meet—at home or abroad, in a Pullman smoking compartment, at luncheon, in a business

transaction—immediately a meeting of the Booster's Club is on. All are informal sessions. The busiest sessions are those brought about automatically by the summer and winter conventions of the Nursery Trade associations, but the Booster's Club is meeting hourly the year around, in every state in the Union.

The officers and committees of all Nursery Trade associations are working earnestly in the interest of organized Nurserymen. Their hands should be upheld by the rank and file of the membership, as was emphasized at the announcement of the formation of the Club. The big idea is that every member of a trade organization has unlimited opportunity to aid his association officers in their work. Presumably all are doing this. Actually many, though habit, let George do it, though many others are regularly very efficient aids.

At the outset officers of the Club were proposed, but as there are no formal sessions, and, as the operations of the Club

are automatic, it was seen that there is no need for officers.

Lively informal sessions of the Club will hourly characterize the dates: June 21-28.

60,000 Seedling Trees

East Lansing, Mich., May 20—Sixty thousand seedling trees have been sold this spring from the experimental Nurseries maintained by the forestry department of M. A. C., the report of A. K. Chittenden, head of the department reveals. These trees, mostly pine and spruce, have been sent to farms and reforestation projects. No attempts have been made to raise seedlings for sale, but where they develop in the course of experiments they are made available to planters.

"Let us work with any force that tends to standardize business practices and is a foe to the dishonest business man. Sometimes sledge-hammering is necessary but usually courteous co-operation brings in better results."—President Harlan P. Kelsey, American Association Nurserymen.

When writing to advertisers just mention American Nurseryman.

LARGE NURSERY TREES GIVE BEST RESULTS

Declares a Maine Expert—Interesting Experiments With Root Stock In America and Europe—A Subject Upon Which Nurserymen Should Keep Posted—Domestic Stocks Have Made Best Growth In Test Cases—Effect of Stock on Scion—One of the Most Important Problems in Horticulture.

By Karl Sax, Maine Experiment Station in American Fruit Grower

THE commercial apple varieties of today are the superior individuals selected from perhaps millions of seedlings. Only these few superior types are considered worthy of propagation. But in selecting root stocks on which to graft these superior varieties, almost any seedling is considered good enough for a root system. Most commercial apple trees in this country are propagated on French crab seedlings. These trees are extremely variable and if several thousand were grown to maturity, hardly any two would be alike, and hundreds of distinct types would be found in respect to size, season of maturity, leaf shape and quality of fruit.

Seedling apple trees are extremely variable even if they are from a single horticultural variety.

Several experiments have been conducted at the Maine Agricultural Experiment Station to determine the effect of different sizes of root stocks on the growth of Nursery trees. Several thousand American-grown French crab seedlings were purchased and planted in Nursery rows. Although these French crab seedlings were of No. 1 grade, they varied considerably in size and ranged from four to 15 millimeters in trunk caliper. The seedlings were measured soon after they were set and again at the end of the first summer. They were budded in the summer of 1922 and data on bud development and size of the whip were taken in 1923. Little or no relation was found between the size of the seedlings as they came from the wholesale Nursery company and the size of the resulting whip indicating that in the No. 1 grade at least there is no effect of culling out the smaller trees. After the seedlings had made one season's growth, there was, however, a decided relation between the size of the seedling and the size of the resulting whip the following year. The larger seedlings resulted in a significantly larger whip than did the smaller seedlings.

At the present time most of the Nurserymen use French crab seedlings grown either in France or in this country. Some seedlings from cider mill pomace in Vermont, Minnesota and Virginia are also used. In one case at least the seedlings from commercial varieties of apples are used to a considerable extent. The Nurserymen prefer the French crab seedlings, but it appears that seedlings from other sources will give equally good results. For instance, a Nursery company in Washington uses both the French crab seedlings and seedlings from seed obtained from local cider mills. Since there are comparatively few natural or wild apple trees in the apple growing districts of Washington, the seeds from the leading commercial varieties grown there, namely, the Winesap, Jonathan, Rome Beauty, Delicious, Spitzenberg, etc. This Nursery company apparently gets equally good results from seedlings of the commercial varieties as they do from the French crab seedlings. They state that three-fourths of their one-year-old whips will exceed four feet in height.

Similar results are also found by the United States Department of Agriculture. In certain Nursery stock investigations conducted by Mr. Scott, a number of apple seedlings from different sources were grown in 1921. These included imported French crab, French crab grown in the United States and American seedlings from different sources, grown in various places in the United States. The American-grown seedlings from American seed gave the most vigorous trees. Certain of these seedlings were also budded with four standard com-

mercial varieties. According to Mr. Scott, all of the varieties budded on the seedlings raised from Minnesota and Vermont seed made a better growth than those of the seedlings raised from the French crab seeds.

A method of propagating stocks recently developed by Mr. Scott and his associates is to make piece root cuttings. They have found that apple seedlings may be propagated by cuttings simply by taking pieces of the root about three inches long and a fourth of an inch thick and placing vertically in the ground so that the tip is covered by about an inch of soil. By continued piece root cuttings from an especially desirable type of seedling, ultimately a large number of roots all of the same variety could be obtained. In this way a clonal variety of roots could be established in the same way that horticultural varieties are now maintained. It would only be necessary to maintain a block of trees obtained by piece root cuttings from the best seedlings or varieties for a source of piece roots for grafting.

If any of the present commercial varieties were found to grow well on their own roots, then propagation by piece root cuttings might be practical. For instance, scion-rooted McIntosh trees have been obtained by Shaw in Massachusetts by using a long scion and short seedling piece root. The graft is planted deep and roots develop from the scion. The seedling nurse root is removed and the McIntosh is on its own roots. Since the roots and the tops are alike, the piece root selections will result in McIntosh trees without grafting or budding. For some varieties this method may be of value, but many varieties will probably grow better on selected seedling roots.

Judging from the results Hatten has obtained in England, it is perhaps not too much to predict that the size and vigor of the tree, age of bearing and adaptability to different soil and climatic conditions can be regulated to a considerable extent by the proper selection of propagating stock. The type of root stocks will, of course, vary considerably for different communities. Here in New England a type is desired which has a spreading root system and one which will be adapted to the shallow rocky soil. In the deep fertile soil of the Middlewest, an entirely different type of root system is desired. In both New England and the Middlewest, hardness is a very important factor. On the Pacific coast, the most important problem is to find a root stock for stone fruits which will be resistant to oak fungus. Mr. Reimers at the Oregon Station has been successful in isolating pear seedlings which are apparently immune to blight. It is probable that different types of root systems will be required for different communities for different varieties and perhaps they will also be selected for their effect on habit of growth of the mature trees. Although the whole question of root stocks is still in the experimental stage, it is beginning to receive some of the attention which it has long deserved. It is certainly one of the most important problems of horticulture today.

In the meantime, there is little the growers can do but select the best Nursery stock that the Nurserymen have to offer. By planting only the best grades and perhaps eliminating the cull trees after the first two years in the orchard, undoubtedly the number of unprofitable trees in a mature orchard can be reduced. Webber has found in both experimental and commercial orchards in California that large Nursery trees after five years in the orchard produced trees about twice as large and productive as the small Nursery trees.

Similar results have been obtained at the Maine Agricultural Experiment Station in an apple orchard of several hundred trees including 10 varieties.

Distributed 9,500,000 Trees

Approximately 9,500,000 trees were distributed from the Mount Alto and Clearfield State Nurseries in Pennsylvania this season, the largest number in a single year, twice as many as in 1923 and three times the 1922 output. Ten thousand acres were reforested this spring. The trees are white, pitch, red Scotch, bank and short-leaf pine. Japanese larch, Norway and white spruce, black walnut and white ash.

J. B. Pilkington, Portland, Ore., reports strong demand for ornamentals as a result of activity in building lines. It is believed that there will be over-production in ornamental stock by fall. Collections are slower than last year.

Pfund Nursery Co., Oak Park, Ill., reports strong demand for stock generally.

Walter F. Web, Guaranty Nursery, Rochester, N. Y., has opened an office at 112 West 42nd St., New York City, as salesmen's headquarters.

The Hickory Hammock Nurseries of Lake Wales, the Winter Haven Ornamental Nurseries and Polk Lake Nurseries and others engaged in the production of plants made exhibits at the May 3rd flower show at Bartow, Fla.

Nursery licenses in the State of Washington expired June 30th. The law requires renewal each year, July 1, by the payment of the annual license fee of \$5, and the filing of a bond in the sum of \$1,000. Only surety company bonds will be accepted by the state director of agriculture. Nursery agents' licenses must also be renewed July 1. The fee for each agent's license is \$1.00.

The American Tree Association now has more than 70,000 registered tree planters enrolled on its lists—persons who have agreed systematically to plant trees themselves and encourage this practice by others.

From far down in South Florida, Lee county, we learn that Mrs. H. C. Hampton, LaBelle's biggest Nursery owner, in closing her books for March, finds a big increase with sales as much as 900 credited to one day's business. Mrs. Hampton does her own budding and is one of a few successful women in this kind of work having budded 11,000 Tangerines and Valencias the past year.

Arizona, Arkansas, California, Florida, Georgia, Idaho, Mississippi, Montana, Oregon, Utah and Washington, the Territory of Hawaii and the District of Columbia provide for terminal inspection of certain plants and plant products; such parcels addressed for delivery in those states must be marked to show the nature of their contents and may not be delivered to the addressee until inspection has been made.

Announcement of the death of Irving Rouse, Rochester, N. Y., with portrait, appeared in the May 15th issue of the "American Nursery Trade Bulletin"; also portraits of the late William H. Mastin and Elbert W. Kirkpatrick.

In the H. J. Heinz Company's Nurseries, Chambersburg, Pa., 1,500,000 tomato plants are produced for setting out by farmers who supply tomatoes to the big Heinz canning factories.

Incorporations: American-Roche Nurseries, Miami, Fla., \$75,000; M. A. Roche, president; L. C. Mount, secy.-treas. Stokley Nurseries, Winter Haven, Fla., \$100,000; C. L. Stokley, president; C. R. Riker, secy.

TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1924 Convention, Atlantic City, N. J., June 26-27.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 401 Phelan Bldg., San Francisco.

Connecticut Nurserymen's Association—F. S. Baker, Secy., Cheshire.

Eastern Canada Nurserymen's Association—E. D. Smith, Winona, Ontario, president.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill. Jan., 1925.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1925, Hort'l Hall, Boston.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 28, 1925, Kansas City, Mo.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo

New England Nurserymen's Association—G. Howard Frost, sec'y, West Newton, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

Northern Nurserymen's Retail Association—C. H. Andrews, secy., Faribault, Minn.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 5, 1925, Rochester, N. Y.

Ohio Nurserymen's Association—Clarence Siebenthaler, secy., Dayton, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash., Convention, 1924, Yakima, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rhode Island Nurserymen's Association—H. H. deWilt, secy., 521 Elmwood Ave., Providence, R. I.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Sept. 1924, Dallas, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala. Sept. 1924, Greensboro, N. C.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan. Jan. 28-29, 1925, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

PEACH PITS

At this writing, Saturday before Easter, apparently there will be a crop of Pits this year, though we never can tell what will happen.

Orders for new crop now will be filled in rotation as received. Should anything occur to keep the Pits from maturing; first come, first served.

Can supply 1923 crop now; prices on application. They are very fine.

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STRAWBERRY PLANTS

Everbearing and standard varieties. We grow 5,000,000 to 10,000,000 annually on new grounds. Raspberry plants and blackberry plants, 1,000,000 asparagus plants; best that is possible to grow. 100,000 Horseradish. Concord grape vines. Write for prices.

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TRADE BULLETIN

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THIS PAGE PRESENTS American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Sixth Annual Meeting
in Atlantic City, N. J., June, 1924. F. W. von Oven, Naperville, Ill., Secretary

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Fairfield Nurseries, Salisbury, Md.
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Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houtti. Write for quotations.

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COVERING THE TRADE

LITERATURE

A Business Romance

Under the heading "Romance of Small Business," Edward Mott Woolley is contributing articles in series to the Chicago News. Article 185 is devoted to the president of the American Association of Nurserymen:

Harlan P. Kelsey, of Salem, Mass., has made a success of the Nursery business by trying to lead in his particular line, he says, and by sticking everlastingly at it. His specialty is hardy native American plants. He believes in concentrated effort instead of scattered activities covering many branches of his general calling, and he has introduced to America many hardy plants.

He was born in Kansas some fifty years ago, and three years later was taken by his parents to the North Carolina mountains. Here his father started a summer resort at Highlands. Growing up in the great outdoors and in the rugged Carolina ranges he developed an unquenchable love for growing things, he explains. At the age of 12 he resolved to turn his knowledge—already covering a vast variety of horticultural observations—to financial account. Without much help from anybody he started what he called the Highlands Nursery.

His first catalogue was issued shortly afterward—a primitive piece of literature, which brought him about \$100 in business during his first year. This he considered very good.

He has published catalogues continuously ever since. After ten years in his original location he moved his Nursery to Linville, N. C., and two years later a chain of circumstances led him to New England as a likely field. He established an office in Boston, and later selected Salem—the old witch town—as a permanent location.

Reference is made to Mr. Kelsey's work in the production of the plant guide, "Standardized Plant Names," his activities in the motto of business ethics, unfair competition, bribery and graft; also his work in town planning, notably in the cases of Columbia and Greenville, S. C., and park and cemetery landscaping.

Two Fine Catalogues

Two remarkably fine catalogues are those entitled "American Grown Roses" and "Hardy Herbaceous Plants," representing output of that sterling old concern, Bobbink & Atkins, Rutherford, N. J. Anyone who has visited the rose gardens of this concern will be prepared for the beautiful illustrations and the interesting educational, statistical and descriptive matter in the book of 64 pages which certainly is much more than a catalogue as that term is generally understood. Few subjects provide such abundant material for effective presentation through the modern printer's art as does the rose. Seemingly Bobbink &

Atkins have left nothing undone in the preparation of this book, and time and again they have anticipated the wants of the rose grower by placing before him the very material he would wish to have and would otherwise have to seek from various sources. The book is an education. In text and in illustration in color and in black and white it reflects the fine ideas and wonderful achievement of the producer, the J. Horace McFarland Co., Harrisburg, Pa.

The place which the rose holds in the estimation of Bobbink & Atkins is thus expressed on the first page of the book: "Despite the fact that our Nursery enterprise involves the production of every good thing that will grow in America, carried on with the aid of a large body of skilled propagators and cultivators over several hundred acres of selected land we consider that rose production is the heart of the enterprise."

Novel features of the catalogue include designations of roses by color and lists of roses for special uses. There are chapters on Insuring Rose Prosperity, What Roses To Plant, New and Scarce Roses, An Index To American Grown Roses, etc. There are more than 75 illustrations in color. The whole catalogue is of special interest alike to the planter and to the trade.

Equally beautiful in color and general design is the catalogue on Hardy Herbaceous Plants, also of 64 pages. It is one of the most attractive we have seen. Its great value is in its completeness as to the information desired by the planter. It emphasizes the high calling of the Nurseryman.

John Watson, secretary The DuBois Press, Rochester, N. Y., in the last issue of The Acorn says:

"Writing a Nursery catalogue is not only a delightful occupation: it is a thrilling adventure. Think of writing a book that may be read by 5000 or 300,000 persons! And all of them really interested in knowing what the writer has to say. Many of his readers will know quite as much about the subjects written about, as the writer himself; and that challenges him to make his book new and different, to present old subjects in a new way, just as a prism is turned to rob the light of a rare color. And then there are those who know nothing at all of the wonderful things they read about; and with them in mind, the writer is put upon responsibility to see to it that his prism, while reflecting all the colors of the rainbow at will, must reflect no more than goes to make, in the combination, the white light of truth and honest statement. Anything else fails, because the velvet of the rose's petal, the glowing crimson of the peony's heart, are elusive beauties that no artist can more than suggest; and words are futile.

"To write a book about trees and plants, fruits and flowers, addressed to a vast and interested audience of readers, is something to challenge even the eager writer to his best effort.

"A printed piece whose purpose is to create sales and to get orders, must be distributed; but it must be looked into and read; and the printer, in addition to being

a necessary evil, can be made collaborator in a way, suggesting form and material for the piece to be printed. And if to that he can add experience with the goods and knowledge of the market for them, the result should be that sought for."

A Pointer for Salesmen

In the retail catalogue of the J. Van Lindley Nursery Co., Pomona, N. C., is a talk to farmers which contains the following:

There is probably no other farm investment that can be made where so big a future return can be reasonably counted upon as the original investment required for an orchard.

The farmer who already has his equipment of teams, plows, harrows and so forth, need lay out very little actual cash to start a good-sized orchard.

Your Uncle Sam has made very exhaustive studies of farm profits.

The results of his investigations, in all sections of the country, prove beyond any question that the profit shown by the individual farm depends largely on how much is grown for home consumption.

In other words, the farmer is his own best customer up to the extent of what his own family can use. If you stop to think a minute, the reason for this is plain. Farmers sell at wholesale and buy at retail.

Despite this obvious fact, not one farm in 50 grows all the fruit that it could grow, profitably, for home use; for tree fruits may all be grown profitably for home use in practically every section of the country.

In addition to the tree fruits, there is every reason for having also plenty of the small fruits—grapes, currants, blackberries, raspberries, and strawberries, certainly. And it is very little trouble to complete the list by adding dewberries, mulberries and a quince tree or two, so as to have the whole range of fruits for table and for cellar shelves.

These things will make a difference of many times the small cost of the plants, in your annual winter store bill. They will bring health to the entire family, as any doctor will tell you.

But more than that, any surplus you may have will find ready sale in your local market, or at the roadside automobile stand.

Fred H. Howard, Howard & Smith, Los Angeles, Cal., sailed for Europe May 25th.

The annual convention of the California Association of Nurserymen will be held in Fresno, June 5-7.

John Miller, formerly of Johnson City, Tenn., has established a Nursery at Oldsmar, Fla.

Great quantities of young trifoliata trees were budded this season at the Bagdad, Fla., Nurseries, under the direction of Fritz Heintzleman, manager.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this office.

Cultural Topics

What I Don't Know About Cherry Pollination

By G. L. Philp, Division of Pomology, University of California

After six years' experimental work I do not know very much about cherry pollination. One year I can get a good set on a Napoleon (Royal Ann) with Black Tartarian pollen. The next year the set will be low, not producing a commercial crop. Why? I don't know. I can use five different kinds of Black Tartarian pollen and pollinate different blossoms on the same Napoleon tree the same season and get a range from no fruit to a very high yield. Why? I don't know. Apparently there are different types of cherries called Black Tartarians. As far as the appearance of the tree or fruit is concerned they may be the same but from a pollination standpoint they are entirely different.

Any sweet cherry pollinated with its own pollen will not set any fruit. Why? I don't know. It therefore is not advisable to plant cherries in solid blocks if you expect to get them to set fruit. Another important fact is that Napoleon, Lambert and Bing, three of our important cherry varieties, will not set fruit when inter-pollinated; i. e., they are inter-barren and should not be interplanted with the expectation of their setting fruit. Why? I don't know. The above conditions are not observed alone in California but similar conditions exist in the Northwest, in England, and in Sweden.

Why all these troubles with cherries? In the case of almonds certain varieties are inter-sterile, others are not. Why? I don't know. With numerous fruits, peaches, apricots, etc., there is no pollination problem. They not only are self-fertile, but also inter-fruitful and can be planted in solid blocks or inter-planted. Why this different behavior between different fruits? I don't know.

The trouble with cherries seems to be "What is a variety?" You will hear a grower talk about a good or poor Napoleon, a long or short stem Bing, a fine Tartarian, an early blooming Napoleon, etc., etc. If cherry varieties are true to name should there be so much variation between different trees of the same variety? The writer is of the opinion that at the present time there are no true varieties of cherries but rather types or strains of varieties which are so similar that it has not been possible to distinguish between them. But from a pollination standpoint they are entirely different.

At the present time, under existing conditions, it seems that the cherry grower who has the best mixture of varieties has the best chance of getting large, regular crops. The grower who has two or three varieties only may or may not get crops. It is just a gamble. In the case where fate is with him and he has inter-fruitful varieties he will get crops. If fate is against him and his varieties (which may be the same as his fortunate neighbor) are inter-barren strains he will have nice vigorous trees which bloom profusely but set no fruit.

The Division of Pomology is working on this problem and is trying to answer the "I don't know" enumerated above, hoping to be able to answer the present unsolved questions and also to determine what is a cherry variety.

Offering Budwood

In a recent announcement George C. Roeding, president of the California Nursery Co., Niles, Cal., says:

"The orchard at Niles was established over forty years ago, and has been faithfully maintained as a source of propagating material for our Nurseries; it has also proved a fertile field for study and observation in the behavior of the trees and the character of their fruits. From an educational and economic point of view the collection of fruit trees is unique and interesting, because it is the only one of its kind in the West, and in extent of varieties represented is the largest in this country.

"In order to widen its educational features and enhance its economic values, we

are now offering budwood, scions and cuttings from all the varieties of fruit plants enumerated. We are also anxious to establish an exchange of propagating material of new varieties that possess commercial rank where grown, or that will prove valuable acquisitions to our California commercial fruits. This exchange applies to foreign countries, as well as to Nurserymen, research workers, plant breeders, experiment stations and botanic gardens in this country."

Citrus Nursery Stock

Breeding of good fruit wood strains in citrus Nursery stock is becoming as fascinating as a pastime as the cultivation of blooded Holsteins or fine police dogs.

That such breeding is a fact is proved by the work of F. H. Nusbickel of the Nusbickel-Warren Nurseries, San Dimas, Cal., who keeps his records of individual tree production under lock and key at his San Dimas home. First records were kept several years ago of individual strong trees and buds used for those. The bearing propensities of the young trees were noted carefully by individual records for each tree during a period of five years. This was done on several ranches with large acreage, the quality and quantity of production kept showing the highest 10 per cent per year in production.

These few trees furnished the stock for later buds which are now furnishing buds for the third generation of Nursery stock. The second generation is now five years old and after the second selection of the best ten per cent, the present stock results.

The season from March 1 to July 1, is the heaviest shipping season for Nursery stock. The Nusbickel-Warren interests are supplying orders for grapefruit trees from the northern part of Texas where a large citrus area has grown up within the last six years. Many of the orange trees are also shipped there, the lemons being least in amount in demand. Half the young trees shipped from the thirty acre Nursery tract were sent to Texas this season.

Grapefruit trees are also being sent to Imperial valley, from Calipatria to Calexico. No lemons or oranges are being planted there. Ventura county orchards and Escondido district in San Diego county are also ordering trees from San Dimas Nurseries.

Rose Growers' Trade Mark

Rose growers of the Horticultural Trades Association of Great Britain recently formed the British Rose Growers Association for the purpose of advertising roses co-operatively. The Horticultural Advertiser says:

"The question of the Trade Mark, which, it was agreed, must be registered, was fully discussed. Considerable discussion ensued as to whether the seal to be affixed to British-grown rose trees of growers participating in the scheme should be of metal or durable paper. Finally, Mr. Murrell proposed, Col. Fletcher seconded, "That the Trade Mark Seal be of Paper and one be affixed to every tree." This was carried unanimously. It was suggested that the most practicable method would be for the grower not to affix the seal to each tree he sold, but to supply the requisite number of seals when filling retailers' orders.

"The form of the seal was also discussed, Col. Fletcher having had specimens designed. It was agreed on the proposal of Col. Fletcher, seconded by Mr. Bide, "That the seal be in the form of a rose (stamped out), and that both sides be alike." The words "Issued by the British Rose Growers' Association—Guaranteed British Grown" will be printed on the seal."

Nurseries and individuals in Alabama desiring to have their Nursery stocks inspected next year are requested to notify the state board of agriculture at Montgomery not later than July 1, according to announcement by W. C. Vail, Mobile county farm demonstration agent.

Landscape Gardeners Unite

Landscape gardeners of Milwaukee county, says the Milwaukee Journal, have joined in an effort to create an organization to further the interests of the work. Nine leading companies situated in and around Milwaukee are charter members of the organization, all of whom have been recognized as men who have been successful in some branch of landscape gardening or Nursery work. The members are Frank M. Edwards Co., William Eschrich Nursery, Carl Gedlach, Hawks Nursery, Klingbeil's Nursery, Alexander Klokner, George Knoelke, Singer Brothers, Herman C. Sommers.

The purpose of the organization is to educate the people as to the necessity of careful landscape gardening work and to further the mutual interest of the organization. Up to the present time men who are engaged in this work in other parts of the country have had organizations which have been successful in creating a spirit of good fellowship and stimulating business, and the florists for over a decade have been working together and have realized a great deal of benefit from their collective effort.

The officers of the new organization are: Edward Gedlach, president; Al Hanson, vice-president; Frank M. Edwards, secretary; William Eschrich, treasurer.

"During the last five years the people of Milwaukee have shown unusual interest in developing the landscape gardening work on public grounds as well as private, but even today visitors from other cities have expressed surprise that Milwaukee has not kept pace with such cities as Minneapolis and suburbs of Chicago," said Mr. Edwards. "If the people of Milwaukee will join with us in a co-operative movement, members of this organization feel that we can do as much for landscape gardening as the florists have been able to do in their line through systematic and business-like procedure. We hope to have a slogan which will be as effective as 'Say It With Flowers.' The public is awake to the need and it will be our business to see that the best interests of our patrons are served.

"There is no business which is less understood and very few occupations having such a short season, and it will be one of the purposes of the organization to encourage people to arrange for their work at the time the house is built and not wait for it to be completed, since the public cannot expect immediate service without preparing the landscape producer previous to execution of his work.

"There are very few people who know that it takes from 10 to 12 years at least to grow a specimen evergreen of size sufficient to satisfy the critical owner of a beautiful home, and that it takes from four to six years to produce a large size shrub and from 10 to 25 years, depending upon the variety, to produce a large specimen tree."

Cut flower and decorative plant material excluded under Quarantine 37 includes: Buxus sempervirens, Gardenia florida, Lippia citriodora, Myrtus communis, Pelargonium graveolens, Rosa spp., Salix discolor, Syringa vulgaris, Boxwood sprays, Cape Jasmine flowers, Lemon verbenas sprays, Myrtle sprays, Rose geranium sprays, Rose flowers of all kinds, Pussy willow stems, Lilac flowers of all kinds.

The Saratoga forest Nursery is the largest forest tree Nursery in the country, with a capacity of about 30,000,000 young trees and an annual output of 10,000,000.

Nursery stock shipments into and out of Tulare county, California, during April show 483,433 pieces of fruit, plant, vine and nut stock inspected. Rejected pieces numbered 8655. The accepted varieties included 420 vines, exclusive of 26,918 grape cutting; 62,100 fruit and nut trees; 17,776 ornamental trees; 14,854 strawberry plants, and 6,440 other berry plants.

The South Alabama Nurserymen's Association, organized in 1923, devoted especially to safeguarding the interests of the Satsuma orange industry in the gulf coast region, is officered by Dr. F. T. Nye, Irvington, president, and E. B. Davis, Mobile, secretary.

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Apple, good assortment, 2 and 3 yr.
Also Rose, Ampelopsis, Veitchii,
Peaches, Pear, Plum, Asparagus,
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**Broadleaf and Coniferous
EVERGREENS**English Laurel, Japanese Ligus-
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PEACH SEED**We are large shippers of screened Stock.
Write us for prices**HICKORY SEED COMPANY**
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Conifers and broad-leaved evergreens in
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\$2.80 Per Month**THE AMERICAN ASSOCIATION OF NURSERYMEN**Is accomplishing much for the Nursery Trade. Practical Departments and Active Committees are at work.
Are YOU a MEMBER? Write CHARLES SIZEMORE, Sec'y, LOUISIANA, MO., for full particulars.American Association of Nurserymen
BUILDERS of BEAUTYAmerican Association of Nurserymen
BRINGERS of BOUNTY

ANOTHER OHIO NURSERY AND SEED FARM

To Be Directed by W. F. Therkildson

Madison County, O., is to have one of the largest, if not the largest Nursery and seed farm in the world. 4,820 acres are to be devoted to this million dollar enterprise; the lands have been secured and the necessary capital raised.

The famous Houstonia farm No. 1, eight miles north of London, is to be the administration center of the seven and a half miles of surrounding territory, once the Houstonia holdings. This great enterprise is to be known as the Ohio Seed and Products Company and will have as its head W. F. Therkildson, a national figure in seed production, distribution and salesmanship. Mr. Therkildson recently took up his residence in Houstonia and is now actively engaged in the preliminary work of organization. The present enterprise should not be confused with the recently false rumored purchase of 600 acres of Houstonia lands by the W. Atlee Burpee & Co., a Philadelphia seed house—the largest mail order seed concern in the world. This company is not financially interested in the present move.

The Ohio Seed and Products company, it is learned from creditable authority, says the London, O., Democrat, has purchased under contract from the receivers and trustees and others in possession, the Houstonia farms of 4,820 acres, mostly in Somerford and Deercreek townships, also the Wing Seed company's entire plant at Mechanicsburg, including Nurseries, seed and Houstonia lands and Wing enterprise plant houses and lands. The price paid is understood to be \$750,000 for the Houstonia lands and Wing enterprise. The capital stock of the Ohio Seed and Products Company has been fixed at \$550,000.

The lands are to be developed for Nursery and field, garden and flower seed production. About 125 acres will be put in Nursery stock this spring and 350 to 450 acres planted for seed crops. The farms are to be known hereafter as the Wisteria Farms and the products as the Wisteria Brands. The method of operation differs materially from general farming as practiced in this section. The plans of the organization contemplate having the entire area under cultivation for Nursery and seed stock by another year. The by-products in seed production are quite large and valuable and will be used in feeding hogs and dairy cattle. Plants for packing pork and canning fruits and vegetables are to be erected. This is the plan followed by the largest seed farms in the country.

The personnel of the organization is as follows: President and general manager, W. F. Therkildson; assistant manager, Earl Therkildson; secretary, Hartford A. Toland; treasurer, Fred R. Hoover; stockholders and directors, include the following: John L. Zimmerman, Springfield attorney and banker, chairman of board; W. H. Sharpe, attorney, Columbus; W. R. Munger, Cincinnati; Harry M. Blair, Wash., D. C.; Darius Burnham, banker, Mechanicsburg; M. Scott, manufacturer, Columbus.

The success of a mammoth enterprise of that kind must largely rest upon the special knowledge, energy and executive ability of its head, who in this case is especially qualified for this active and responsible position. Mr. Therkildson, president and general manager, is a native born American of Danish descent; his mother was a Kentucky lady. His many years experience in the Nursery and seed business and his connection with the largest concerns in these lines in the country particularly fit him for the position.

He is widely known by seedsmen in this country and in Europe where his business has called him at various times and is recognized for his knowledge of the business. He is a gifted public speaker and is in de-

mand in horticultural and agricultural assemblages. In his work as advertising and sales manager of W. Atlee Burpee Co., of Philadelphia, he was a frequent contributor to various magazines of national reputation in the craft.

When President Harding was forming his cabinet Mr. Therkildson was considered by the president for the position of secretary of agriculture. Mr. Therkildson was one of a group of 40 of the city's leaders to consider plans for advertising Philadelphia and from that group he was chosen to be one of the seven men to consider plans for holding a World's Fair in 1926 to mark the sesqui-centennial of the signing of the Declaration of Independence.

He addressed the A. A. N. at its Philadelphia convention a few years ago.



W. F. THERKILDSON

The Fox Film Corporation, New York City, suggests the subject of a scene or series of scenes representing Nursery trade operations, for an educational motion picture. The matter has been referred to President Kelsey of the A. A. N.

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Rochester, N. Y.

Works Satisfactorily Now

Editor American Nurseryman:

I have enjoyed reading the article by Mr. J. F. Jones, of Lancaster, Pa., in your May issue.

Mr. Jones has one idea which I cannot understand. He says: "As things go on any Nurseryman can get a certificate to ship stock and can go out and buy stock that was never inspected and ship that also."

If that can be done in the state of Pennsylvania, the conditions are very different from those in New York state.

In this state every grower must have his stock inspected by and receive a certificate of inspection from, the State Department of Agriculture before he can ship inter-state or intra-state or deliver by truck or any other means.

To the best of our knowledge we have never bought or received any Nursery stock, grown in New York State, that has not been inspected, and for which a certificate could not be furnished. If we knew of any blocks of stock that had not been so inspected, we should consider it our duty to report the same promptly to the State Dept. of Agriculture.

If we buy stock from without the state, it of course must bear a copy of the inspection certificate of that state when it is received by us; and on its receipt it is our duty to notify the Department of Agriculture, or its representative, and it is then inspected by such representative before it is handled by us in our regular course of business; consequently we feel that when we ship it out to our customers we are entirely justified in shipping it under our own certificate, and it seems to me that under this method the public is as fully protected as it would be under the proposed Federal tag.

If other states are lax in their inspection and methods, such states should reform their rules, but Nurserymen located in states having thorough inspection methods should not be handicapped by further Federal control.

Rochester, N. Y.

WM. PITKIN.

A Liability Instead of An Asset

In his interesting reminiscences at the recent Chicago meeting of the Illinois association the late J. C. Vaughan, last of the charter members of the A. A. N., remarked:

"The handling of Nursery stock in small amounts is sometimes a liability instead of an asset. Orders used to run from \$3 to \$7 and \$10 and it was thought there was more labor and time in tying up those orders than they were worth. If you want to do a Nursery business do it in carlots; then you will make some money. Avoid those detailed orders—one of a kind. Selling a perennial plant, labeling and packing it, one of a kind, for 15c, we found would not do. We revised our catalogue listings into offers of three of a kind for 40c. We figured we could dig up three plants as cheaply as we could one and that the customer would be happier than if he bought one and it died."

Said President Alvin E. Nelson: "Simply because the growers had confidence in Mr. Vaughan—this was the origin of a nine or ten million dollar business."

Fruit tree demand in California was not up to expectations this season, as has been evidenced by reports to the American Nurseryman. Demand for ornamentals has been strong, but this end of the business may now be overdone in the way of supply.

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APPLE: 2-yr. buds.
PEAR: 2-yr. buds.
CHERRY: 2-yr. buds.
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PRUNE: 2-yr. buds.

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Our soil and climate produce a fine system of fibrous roots, without irrigation.

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15,000 Fruit Trees
190,000 Small Fruits—Grapes, Currants, etc.
23,000 Shade Trees
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12,000 Vines (Including 3000 Dutch Pipe)
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12,000 Currants
50,000 Grapes
65,000 Evergreens
110,000 Shrubs
18,500 Evergreen Shrubs
20,000 Vines
Write for TRADE and SPECIAL LIST, if not received.

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Catalpa Bungei

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California Privet

Also a complete line of

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Small Fruits

Ornamental Trees and Shrubs

Grape Vines

Vines

Roses

Write For Prices

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Ten boxes or more at wholesale prices

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It is time to begin thinking about your fall requirements.

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 Newark, New York.

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"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

Announcement Vincennes Nurseries

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Vincennes - Indiana

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Also Nice Block of Peach and One Year Apple Buds

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Have the largest stock of

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Sours on mahaleb stocks one and two year.

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TRADE SENTIMENT

A letter recently received from President Robert Pyle of the Conard & Jones Company says: "Your recent issue serves to reinforce a conviction that has been growing with me that you are alive to the interests of the Nurserymen and sensitive to their needs. I want you to know that some of us appreciate the fact that we have a Trade Journal which may be counted upon to help boost the movements that are for the betterment of the industry generally."

The D. Hill Nursery Company in a recent letter said: "I am more than ever convinced that the "American Nurseryman," being an independent Trade Journal, is a logical medium which should be dominant in the Nursery Field."

"Your publication is doing a great work. We are all with you."—John A. Young, President, Aurora (Illinois) Nurseries.

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See Schedule of Information on other page of this issue. Ought your two-inch card to be standing regularly in the
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